

# Care Health Insurance Introduces Customers to the Future of Health Insurance: Launches Ultimate Care

Category: Business

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- Heralds a new era of innovative, consumer centric features & benefits that maximize value for policyholder
- Policyholders can avail benefits like MoneyBack, Loyalty Boost, Wellness Discount, Infinity Bonus and more

**Care Health Insurance**, one of the leading Health Insurers of India, has announced the launch of Ultimate Care, a ground-breaking health insurance designed to set new benchmarks in health coverage. Ultimate Care combines extensive benefits tailored to address unforeseen medical emergencies and rewards you for [staying healthy](#).



## Care Health [Insurance](#) introduces customers to the future of Health Insurance: Launches Ultimate Care

Ultimate Care offers extensive [health](#) coverage, including the **MoneyBack** feature, where policyholders will get rewarded for staying healthy. The [company will refund first year's](#) base premium after every 5 claim free years. It's **Loyalty Boost** provides additional Sum [Insured](#) (SI) which is equivalent to first policy year's SI after 7 claim free years, while **Infinity Bonus** benefit doesn't limit the cumulative bonus, providing a 100% bonus of SI every year, irrespective of claims made – unlimited times with continuous policy renewal. Additionally, the plan provides **Wellness Discount** which enables [policyholders](#) to enjoy up to 30% discount on renewal premium with the healthy days program.

Commenting on the launch, **Ajay Shah, Head – Distribution, Care Health Insurance**, said, *"In the healthcare landscape of today, it is essential to [provide customers with a comprehensive](#) and robust financial security that addresses unforeseen medical exigencies while also encouraging a proactive approach to health and wellness. With Ultimate Care, we aim to establish a new standard in delivering unmatched financial health protection by enabling customers to prioritize their health*

*and well-being first, thereby providing them the [peace of mind](#) they deserve.*

The policy introduces additional benefits designed to provide maximum value to [policyholders](#). Welcome Discount that gives up to 30% discount on premium for new policyholders; Tenure Multiplier that combines annual Sum [Insured of multi-year policy for a single claim](#) in a policy tenure; MediVouchers for ease of out-of-pocket expenses with two pharmacy vouchers worth Rs 250 each, provided upon the first policy renewal.

### **About Care [Health](#) Insurance**

Care Health Insurance is a specialized health insurer offering products in the retail segment for Health Insurance, Top-up Coverage, Personal Accident, Maternity, International Travel Insurance and Critical Illness along with [Group Health](#) Insurance and Group Personal Accident Insurance for Corporates, Micro Insurance Products for the Rural Market and a Comprehensive Set of Wellness Services. With its operating philosophy being based on the principal tenet of 'consumer-centricity', the company has consistently invested in the effective application of [technology to deliver excellence in customer servicing](#), product innovation and value-for-money services.

Apart from numerous awards since inception, more recently Care [Health Insurance](#) was conferred the 'Overall Achievement Award' (SAHI category) at the ASSOCHAM 16th Global Insurance Summit & Awards; 'Smart Insurer' and 'Sales Champion' awards in Health Insurance category at the 11th ET Now Insurance Summit & Awards 2024; 'Claims Service Leader for the Year' & 'Best Health Insurance Company in Rural Sector' awards at the India Insurance Summit & Awards 2024, and 'Best Health Insurance Plan – Care Plus' at the Global Financial Planner's Summit 2024.

